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ABSTRACT

Data gathered during visits to libraries associated with five major university programs in journalism and mass communication in the United States are summarized in this report. The report contains information about the collections, services, and facilities of the following university libraries: (1) University of Illinois Communications Library, Urbana; (2) Northwestern University Library at Evanston, Illinois; (3) Weil Journalism Library at Indiana University, Bloomington; (4) Columbia University Journalism Library, New York City; and (5) University of Florida Library, Gainesville. (FL)

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ONSITE SURVEY OF FIVE JOURNALISM LIBRARIES

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Paper Presented to Mass Communication Bibliographers
Special Interest Group
Association for Education in Journalism and Mass Communication
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ONSITE SURVEY OF FIVE JOURNALISM LIBRARIES

This report describes the libraries associated with five major U.S. University programs in journalism and mass communication. The five library collections, annual expenditures for books and journals, library staffing and facilities are summarized in this paper. Site visits were made to the five libraries in February and March, 1987, and were funded through a faculty development program at the University of Missouri. In October 1986, I submitted a Faculty Development Project Proposal[1] to the office of the Provost of the University of Missouri in Columbia. Proposals required a focus on individual development and professional enhancement. Projects that provided the chance to develop knowledge through experience in new areas were encouraged. The University Faculty Development Committee evaluated and approved the proposal in December 1986.

The basic purposes of the project were: (1) to acquire firsthand knowledge of other journalism libraries and to gain some general knowledge of the library systems of which they are part, thus providing an overall perspective of collections, services and facilities, (2) to establish a basis for regular communication with other journalism librarians or librarians serving the needs of journalism students and faculty, (3) to import innovative programs and ideas and apply them at UM-C's Journalism Library, (4) to explore applications of new technologies, (5) to use data gathered about the best facilities, library services and collections in a paper about planning a state-of-the-art journalism research center, (6) to discuss further development and dissemination of the Journalism Index, a subject index to current periodicals in the field, produced in the Journalism Library at the University of Missouri since 1977 and cumulated annually, and (7) personal development as a journalism and library professional.

A combination of factors were used in selecting libraries to visit. The Gourman Report[2] and the recommendations of Dr. George Kennedy, the associate dean of the University of Missouri School of Journalism, assisted in the selection process. Programs considered comparable to the University of Missouri and libraries where librarians seemed to be engaged in similar activities as the Journalism Library at the University of Missouri were selected. The following libraries were visited: (1) University of Illinois Communications Library at Urbana Illinois, (2) Northwestern University Library at Evanston, Illinois, (3) Weil Journalism Library at the University of Indiana at Bloomington, (4) Columbia University Journalism Library in New York City, New York , and (5) University of Florida Library at Gainesville, Florida. The libraries were visited during the two weeks from February 22 through March 6, 1987.

All of the librarians at the site visits were interested in the project and in sharing knowledge of collections, services and indexing needs. A special interest group of mass communications bibliographers of the Association for Education in Journalism and Mass Communication had its first national meeting at the August 1986 AEJMC meeting. The group recognized the need for specialized bibliographies, indexes and perhaps even a journalism database. All of these ventures will require cooperation among the librarians in the field to be the best quality possible. These topics were discussed with librarians I visited , some of whom had been at the AEJMC meeting, and some of whom had not.

The purpose of this discussion is to summarize data gathered about collections, services and facilities visited.

A. University of Illinois Communications Library at Champaign-Urbana

Diane Carothers, Librarian

The University of Illinois Library at Urbana-Champaign contains about seven million volumes. The largest library system visited, it includes thirty-eight branch libraries. Vast collections support the communications library. Housed in Gregory Hall, the communications branch library includes about 15,000 volumes; the library system as a whole includes an estimated 60,000 volumes covering mass communication, communication theory, advertising, journalism, radio, television, freedom of the press and telecommunications, with other volumes on film, telegraph, telephone, the post office and popular culture. The Communications Library is part of the LCS circulation system that provides holdings information for the entire University of Illinois collection of over seven million. Patrons can charge out books from anywhere in the library system or by telephone dial-up and receive the title by mail at a campus office address. Materials from over twenty-five state wide colleges and university libraries are also available through this system.

The communications branch library supports research and teaching throughout the university system, with primary users being the over 400 undergraduates, 170 graduate students and a teaching faculty of forty in the College of Communications. The communications branch has some 560 serial titles. The rest of the collection, consisting primarily of older research materials, foreign language publications, and bound earlier volumes of journals, located in the bookstacks of the main library.

The branch currently receives twenty-eight newspapers. The library holds daily newspapers for up to two weeks, weeklies for up to one and one-half months, semiweeklies up to four weeks, and biweeklies up to three months.

Papers are then discarded. The branch does not receive any newspaper in microform. These are housed in the main library. The newspaper library in the main library currently subscribes to 513 U.S. and foreign newspapers. Approximately 76,000 rolls of newspaper microfilm and 11,000 bound volumes appear in the collection. Non-print material on tape and film reside in the Media Center in the undergraduate library rather than in the communications branch library.

An online catalog became available in 1984 and provides access to titles cataloged since 1975. Database search services, not offered in the branch, are available in the main library. The communications library has one index to journalism periodicals on fiche and a fiche reader in the office area. The branch library has an autonomous monograph and serials budget and participates in the approval plan. A written collection development statement exists. No faculty representative assists the librarian with approval book selection, but a library committee is in place. The 1986-1987 budget for the branch totaled $28,000 with $10,000 for monographs, $4,600 for continuations and $13,418 for serials. A continuation is an item received three times or fewer a year. The approval plan from which books are selected is not part of the allocated fund. This supplements the individual budget of the communications library, as does a non-print fund for non-print materials housed in the Media Center of the undergraduate library.

The library is staffed by a librarian, one full-time library technical assistant, one full-time clerk and student assistants. Reference questions are answered by the technical assistant who refers questions he or she cannot answer to the journalism librarian. The librarian provides bibliographic instruction to approximately two classes and does a session for undergraduates. This reaches approximately sixty students per year.

The librarian prepares an annotated bibliography, entitled "New Books in the Communications Library," quarterly and distributes it to individuals and libraries nationally and to twenty-nine foreign countries. Entries from this are submitted to Journalism Quarterly for inclusion in its book review section. The communications librarian serves as one of the journal's editors.

The D'Arcy Collection, a recent gift, includes clipping files of advertisements of D'Arcy, McManus, and Masius, an advertising agency based in St. Louis. It fills 170 filing cabinet drawers. For the most part, the advertisements, appeared in newspapers and magazines from the 1890's to 1969 and cover a wide range of products. There are a few ads in the file as old as 1873 and 1875. The original collection from 1890 to 1960 has been interfiled with the 1960-1969 addition. Microfilming of the collection is under way and it has been cataloged on OCLC. It is estimated that the whole collection will be on 185 to 195 reels. Work is under way on an index of the material by product and by brand. The data will be input on a PC to allow access on computer and to enable the printing of text copies. The print version of the index and microfilm of the ads will be available on interlibrary loan. The processing, indexing and microfilming of the collection was financed through a grant from the National Endowment for the Humanities. In addition, advertisements for 1970 to 1980 are scheduled to be given to the communications library in the 1990's. D'Arcy discontinued clipping advertisements in 1980. Advertising is an area of great emphasis in the collections, and the librarian, Diane Carothers, has a great knowledge of and interest in advertising.

The communications library is located in Gregory Hall along with the College of Communications. The library space totals approximately 3,625 square feet on two levels, including more than 1,500 linear feet of shelving. The library seats ninety-five. Primary user of the library is the College of

Communication, which is divided into the Advertising and Journalism departments, the Division of Media Studies and the Institute of Media Research. It also includes the university's radio stations, WILL-AM and WILL-FM and WILL television channel 12.

B. Northwestern University Library

Charles Fineman, Humanities Bibliographer

Northwestern University Library includes some 3,200,000 volumes and receives over 16,000 periodicals. The small informal reading room collection housed in the Medill School of Journalism and separate from the library system was officially closed in the summer of 1987 and its collections were disposed of. The central university library acquired most of the unique titles and they are included on LUIS the online catalog at Northwestern. Northwestern does not have a journalism or communication branch library. The journalism program has approximately 523 undergraduates, 299 graduates working on master's level degrees, no doctoral program, and twenty-nine full-time faculty and approximately twenty part-time faculty.

A bibliographer spends a percentage of time that can not be estimated accurately on journalism selection, but no one is designated as the journalism librarian. A written collection development policy exists, but is not used currently. No collection development committee exists. Journalism materials are not emphasized in the video collections of the library. Special areas of strength for journalism include African press, and special collections include some World War II underground publications of importance.

Reference service and database search services are centralized. Northwestern has an online catalog called LUIS. LUIS includes books received since 1970 and all magazines, journals and other periodicals in these libraries, including those

titles no longer published or received.

Very little bibliographical instruction is provided in journalism classes; an estimated two or three classes are taught each year, with the number of students not recorded. Approximately 127 journalism titles were added to collections in 1984-1985 with 102 up through February 1985-1986.

C. Weil Journalism Library-University of Indiana at Bloomington, Indiana
Frances Wilhoit, Librarian

Indiana University Library at Bloomington has approximately 4 million book volumes and 29,000 periodicals in its collections. The Journalism Library, housed in the School of Journalism, is in an excellent facility. Collections are strong in public affairs, broadcast and print media, media law, history, reporting and ethics. A written collection development policy, a collection development committee and faculty advisory committee exist, but no justification for purchases of materials is needed.

The library receives twenty-eight newspapers and 248 other serials. Most periodicals received are bound. Newspapers are kept two to four weeks and are not received in microform.

The primary users of the Weil Journalism Library are some 900 undergraduates and fifty-five graduate students in the Journalism program. There are approximately twelve doctoral candidates among the fifty-five graduate students in the program. Other primary users of the collection are, of course, the twenty-five full-time faculty and fifteen part-time faculty of the school.

The Weil Library has video recordings and slide tapes in the Foellinger Learning Laboratory. the laboratory is supported by grants from the Foellinger Foundation of Fort Wayne, Indiana, to supplement the teaching and research programs. This laboratory honors two Indiana publishers, the late

Oscar G. Foellinger and his daughter, Helene Foellinger. The Weil Library also includes a collection of Ernie Pyle columns and memorabilia and the Roy M. Howard Archive. The latter includes a collection of video history about Roy M. Howard, a builder of the United Press International news service and Scripps Howard Newspaper Group.

Expenditures for the branch in 1986-87 were approximately $26,489, $15,126 for books and $11,363 for serials with $800 added from the Journalism School. Book ordering, cataloging and binding are handled for the branch through the main library. The branch library is open seven days a week for approximately 84 hours a week, from 8 a.m. to 11 p.m. on Sunday. A librarian is on duty 40 hours a week.

The librarian and the library branch manager offer reference service. 5,855 items circulated outside the library in 1985-86 and 25,979 reserve loans were made. Database search services on Dow Jones Retrieval and Vutext are available. Fewer than ten database searches are passed on to the user. End user database search services are offered in the main library, but not in the branch. No online catalog exists.

The journalism librarian provides bibliographic instruction in one or two classes a year, teaching between sixty and 120 students.

The physical facility is very nice, with gross square footage of 5,393 and net assignable square footage of 4,428 square feet. Thirty-one individual carrels and seventy-seven other seats make a total of 108 seats available. Copy service is offered.

Subjects of emphasis within the collection are: 1. History and political philosophy of mass media development, regionally, nationally and internationally; 2. Processes and social effects of mass communication, including media performance, function of news, journalistic ethics and professional responsibilities,

law and constitutional rights, and formation of public opinion; 3. Economics of mass media, including publishing and telecommunications businesses, management, labor relations, education and training and personnel, government regulations, technological changes, advertising, and audience analysis; 4. Human communication processes, including oral and written interpersonal, cross-cultural, inter- and intra-organizational, rhetorical and content analysis; 5. Skills development in journalistic writing, reporting, interviewing, scripting, editing, public speaking, ideography, photojournalism, graphic design and typography.

D. Columbia University Journalism Library

Wade Doares, Librarian

The Journalism Library at Columbia University is a branch of the main library and is located in the Journalism building along with the Gannett Center for Media Studies. The Journalism branch library includes 14,000 volumes and seventy current periodicals. Thirty-five newspapers are received and are available in print only. A written collection development policy exists. Most trade and news magazines are bound with about six titles being received in microform. No video or audio collections are available in the branch.

Clippings of New York newspapers are available in the branch library. One of the major services offered in the branch is the massive clippings files continuously being updated. The librarian, Wade Doares has developed a detailed subject heading file. Each day the staff of the journalism library goes through the New York Times and selects scores of articles for clipping and filing under both topical and biographical subject headings. They also preserve articles from the Wall Street Journal, the Christian Science Monitor and other sources. The clipping file is particularly good for stories

about New York City and social issues. A reader often can find much full-text material more quickly than by going to the index and microfilm of the papers. Of course, the clipping file is selective and each story, taken only once, may be filed. in only one place. The stories are selected, marked and filed promptly, usually on the same day. The Journalism Library has the New York Times on microfilm too.

Book selection is done by the journalism librarian who welcomes suggestions for book and serial acquisitions from faculty. Extensive newspaper collections on microfilm are available in the central library and many foreign newspapers are taken by the International Affairs Library as well as other libraries in the Columbia system. The core collection of the Journalism Library is primarily journalism. There are extensive holdings in communications elsewhere in the Columbia libraries. Book ordering, cataloging and binding are handled by the central library. The branch reference collection has between 750 and 1000 volumes. The librarian and library assistant provide reference service. Users have access to databases. Vutext, Bibliographic Retrieval Service, Interpass and Nexis also are available. The library provides ready reference service at no cost to the patron. For research searches the patron is charged the cost of the search. End user searches are offered on Dow Jones News Retrieval. There is an online catalog.

The library staff consists of a librarian, a library assistant and a clerk. Students also are used to staff the library, especially on evenings and weekends. Approximately 4,200 hours of student help is available each year. Copy service is offered. Bibliographic instruction is given in journalism courses. The librarian teaches approximately twelve classes a year and reaches about 125 students.

The library contains about 2,900 square feet total with 2,500 of library space and about 400 square feet of office space. The branch includes thirty-two reader

stations. The journalism program involves 180 M.A. students, about eleven special students and twelve cross-registrants. There are some twenty full-time and forty part-time faculty. The Columbia University Library System includes some 5,400,000 volumes and 61,000 periodical subscriptions.

E. The University of Florida Libraries at Gainesville, Florida-Library West

Delores Jenkins, Librarian

The University of Florida Libraries includes 2,539,417 volumes and 25,727 current periodicals. Approximately 6,000 volumes are in the reading room in the branch library. No written collection development policy exists. The branch library includes approximately 100 newspapers. Print papers are retained three to four months, and all Florida titles are microfilmed. The reading room receives about 200 periodicals of which about twenty are bound. No periodicals index in fiche format is available. The average number of volumes added to the reading room each year is 500 to 600.

Two video machines and one fiche reader are in the reading room, and the Journalism Department has videos. Examples of major sets held in the central library are the microfilm of Westmoreland Vs. CBS with the index and most Florida state newspapers, which are filmed by the Florida Newspaper Project.

The librarian doing collection development for journalism is in the main library. Acquisition, ordering, cataloging and binding are handled in the central library. The reference collection in the reading room includes about 200 volumes with about 60,000 in the central library. A library assistant provides ready reference service in the reading room, and a librarian in the main library provides the more elaborate reference and research service. Database search service is offered in the main library. Dialog, Wilsonline, Bibliographic Retrieval Service and Easynet, a gateway to Newsnet and Vutext

are available. RLIN is also heavily used. Payment for searches includes a three percent overhead charge, state tax and the cost of the search. A discretionary fund allows searches of up to $30 to be done. The librarian finds Dialog and Wilsonline most helpful. End user search services are not yet offered, though there are plans to get Newsbank on CD ROM in the near future. An online catalog is available. LUIS is a shared system for the nine major state universities.

The librarian provides bibliographic instruction in sixteen to twenty classes a year and reaches about 1,600 undergraduates, approximately 100 M.A.'s and ten doctoral candidates. Expenditures supporting materials serving journalism are estimated at about $20,000 for monographs and about $20,000 for serials with no separate budget figures for the reading room in the Journalism School.

The School has a State Freedom of Information Center and Videotext Center separate from the library. The reading room of the journalism building is 4,049 square feet in size. It includes an area for sorting newspapers, shelving for newspapers and periodicals, a copy room, a circulation desk, a stack area, a reading room and two conference rooms.

Reference Department staff under the supervision of the Journalism Librarian index the student newspaper, the Independent Florida Alligator. Available as a subfile on LUIS since August 1984, the database contains over 10,000 items and is heavily used by staff and students alike.

To assist researchers in the use of the collections, the librarian produces path finders, which are guides to using the collection.

Looking at these collections enabled me to acquire firsthand knowledge of other libraries supporting strong journalism programs, to import innovative

programs and ideas and apply them at UM-C's Journalism Library, and to discuss further development and dissemination of the Journalism Index. I benefitted from the activity because it provided exposure to other library systems and provided personal contact with librarians doing work similar to mine. I learned about special collection strengths in other locations and have already found that knowledge helpful in working with faculty doing research.

The Journalism Index created at UM-C seems a logical foundation for an index to be marketed in print and perhaps eventually online. I wanted to obtain opinions from other journalism professionals on which journals to index, subject headings and arrangement of the index. The project to develop and disseminate the Journalism Index and the project to write a plan for a state-of-the-art journalism research center will be strengthened by data gathered on this onsite survey.

More general issues of interest are the effects of new technologies in these libraries, how libraries are coping with the rising costs of materials, what role librarians are playing in these academic libraries, how libraries are being managed, how preservation of materials is being handled and what changes seem to be occurring. Judging from this small sample of libraries I found that branch libraries are faced with integrating new technologies into existing organizations while attempting to maintain most traditional features, generally without obtaining added staff. New technologies are not replacing all previous ones. The library environment is continuously changing and librarians are increasingly playing an active role in research and teaching as colleagues with journalism and mass communication faculty. I observed that where librarians have faculty status they tend to be more

actively involved in scholarly publication on their own. Branch libraries with librarians appear to have close working relationships with faculty and students within the department. It is logical to assume that as librarians become more involved in research and teaching activities non-professional staff will assume more of the traditional library functions. This trend can be seen in the branches I visited. Responding to the research needs of library users and integration of new technologies into libraries is an on-going process that branch librarians are challenged with.

My thanks to Diane Carothers, Charles Fineman, Frances Wilhoit, Wade Doares, and Delores Jenkins for the time, wonderful tours and contribution of information on this project.

FOOTNOTES

[1]Mary Allcorn, Faculty Development Project Proposal, (1986).

[2]Jack Gourman, The Gourman Report: a Rating of Graduate and Professional Programs in American and International Universities, (Los Angeles: National Education Standards, 1980), p. 44.

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